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September 15, 1997

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SEP 15 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W. - Suite 222
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

87-268

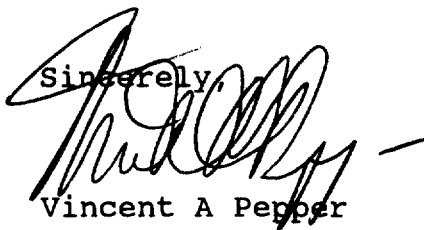
RE: Motion for Leave to File Further Petition for
Reconsideration and Further Petition for
Reconsideration, filed by WWAC, Inc.
MM Docket 87-269

Dear Mr. Caton:

Transmitted herewith is the original and four (4) copies of the Motion for Leave to File Further Petition for Reconsideration and Further Petition for Reconsideration, filed on behalf of WWAC, Inc., licensee of Station WWAC(TV), Atlantic City, New Jersey, in the above-reference proceeding.

Should you have any questions, please contact undersigned counsel.

Sincerely,



Vincent A. Pepper

Counsel for WWAC, Inc.

Enclosures

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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

SEP 15 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)
)
Advanced Television Systems) MM Docket No. 87-268
and Their Impact Upon the)
Existing Television Broadcast)
Service)

TO: The Commission

MOTION FOR LEAVE TO FILE
FURTHER PETITION FOR RECONSIDERATION
BY WWAC, INC.

WWAC, Inc., the licensee of Station WWAC(TV), Atlantic City, New Jersey, by and through its attorneys, hereby requests leave to file a Further Petition for Reconsideration in the above-referenced proceeding.

With the passage of the Balanced Budget Act of 1997, and the commencement of a subsequent rulemaking proceeding relating to the reclamation of spectrum previously reserved for television broadcasting, WWAC, Inc. now offers an alternative to remedy the severe impact of the short-spacing of television stations in the North-East Corridor, caused by the adoption of the DTV Table of Allotments in the Sixth Report and Order in this proceeding.

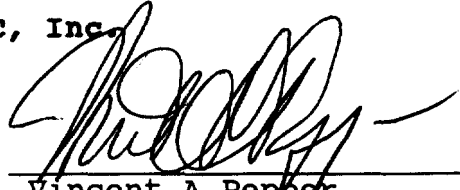
Since the Commission has not issued a response to the large number of pending Petitions for Reconsideration filed in this proceeding, and, in fact, requested supplementary information to be filed, acceptance of this pleading will not cause significant disruption in the resolution of this proceeding.

For these reasons, WWAC, Inc. submits that it will be in the public interest to accept this Further Petition for Reconsideration, and requests that it be accepted into the official record of the proceeding.

Respectfully submitted,

WWAC, Inc.

By

A handwritten signature in black ink, appearing to read 'Vincent A. Pepper', is written over a horizontal line.

Vincent A. Pepper
Its Attorney

PEPPER & CORAZZINI, L.L.P.
1776 K Street, N.W., Suite 200
Washington, D.C. 20006
(202) 296-0600

September 15, 1997

CERTIFICATE OF SERVICE

I, Lisa A. Skoritoski, a secretary for Pepper & Corazzini, do hereby certify that a copy of the foregoing Motion for Leave to file Further Petition for Reconsideration was hand delivered to the following parties on September 15, 1997:

*Hon. Reed E. Hundt
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

*Hon. James H. Quello
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

*Hon. Rachelle B. Chong
Federal Communications Commission
1919 M Street, N.W.
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*Hon. Susan Ness
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Counsel for Chesapeake
Television Licensee, Inc.



Lisa A. Skoritoski

* Via Hand Delivery

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

In the Matter of)
)
Advanced Television Systems)
and Their Impact Upon the)
Existing Television Broadcast)
Service)

MM Docket No. 87-268

TO: The Commission

Further Petition for Reconsideration

by

WWAC, Inc

Vincent A Pepper
Pepper & Corazzini, L.L.P.
1776 K Street, N.W.
Suite 200
Washington, D.C. 20006
(202) 296-0600

Counsel for WWAC, Inc.

September 14, 1997

SUMMARY

By adopting the Fifth Report and Order and Sixth Report and Order in the DTV proceeding, the Federal Communications Commission severely limited the service of many television stations in the North-East Corridor. Subsequent legislation and rulemaking proceedings have offered one alternate method for reducing the devastating impact the DTV Table of Allotments would have on UHF stations.

Petitioner seeks reconsideration of the adoption of the DTV Table of Allotments in order to allow Station WWAC(TV) to operate on spectrum in the Channel 60-69 band during the transition to DTV service, and the Commission's assistance in locating available spectrum when the transition is complete.

Petitioner also seeks to respond to the Opposition to WWAC, Inc.'s Petition for Reconsideration, filed by Garden State Communications, L.P., wherein several misleading and false statements were made.

Accordingly, Petitioner seeks Further Reconsideration of the Fifth Report and Order and the Sixth Report and Order adopted by the Federal Communications Commission in the Advanced Television proceeding, and renews its original Petition for Reconsideration, in order to grant the alternative modifications to the DTV Table of Allotments requested by the Petitioner.

I. INTRODUCTION

The Fifth Report and Order and the Sixth Report and Order, adopted by the Federal Communications Commission ("FCC" or "Commission") in the Advanced Television proceeding, established rules for the implementation of digital television across the nation.^{1/} In the Fifth Report and Order, the Commission established the criteria for eligibility and the implementation schedule for digital television. The Sixth Report and Order set forth the allotment and assignment principles, and adopted the DTV Table of Allotments.

Petitioner filed a Petition for Reconsideration of the Fifth Report and Order and the Sixth Report and Order, citing the deficiencies of the adopted rules, and requesting a complete reconsideration in light of the severe effect that the rules will have on the Petitioner.

Specifically, Petitioner cited the protection of an infeasible, unbuilt construction permit in the same market, and requested that the Commission either cancel that construction permit and assign the channel to Petitioner, or grant a DTV channel swap so that Petitioner could increase its reach.

Subsequent to the adoptions of these rules, Congress included a section in the Balanced Budget Act of 1997 modifying the rules adopted by the Commission, making the reclamation of spectrum

^{1/} In re Advanced Television Systems and Their Impact upon the Existing Television Broadcast Service, Fifth Report and Order, MM Dkt. 87-268, FCC 97-116 (rel. Apr. 21, 1997) [hereinafter Fifth Report and Order]; In re Advanced Television Systems and Their Impact upon the Existing Television Broadcast Service, Sixth Report and Order, MM Dkt. 87-268, FCC 97-115 (rel. Apr. 21, 1997) [hereinafter Sixth Report and Order].

contingent upon the successful roll-out of the new service.^{2/} Additionally, the FCC adopted a Notice of Proposed Rulemaking, which proposes to re-allocate the spectrum once used for channels 60-69 to fixed and mobile services, and for public safety use.^{3/} The current television licensees and permittees using this spectrum would be protected until it is time to turn in the license for that spectrum.

As an alternative to the suggested action in its original Petition for Reconsideration, Petitioner now seeks additional reconsideration of the Rules as adopted, and requests that the Commission:

1. Grant WWAC, Inc. a channel in the 60-69 band for the duration of the transition period, with full privileges of protection, with its proposed modified facilities, and
2. Allow WWAC, Inc. to relocate to a channel within the core spectrum, upon reclamation at the end of the transition period, with full privileges of protection, with its proposed modified facilities.

Petitioner also wishes to express its support of the Petition for Reconsideration and Supplement to Petition for Reconsideration ("Supplement") filed by Maranatha Broadcasting Company, Inc., the licensee of WFMZ-TV, Allentown, Pennsylvania; with whom WWAC, Inc.

^{2/} Balanced Budget Act of 1997, Pub. L. 105-33, Section 3003 (Aug. 5, 1997).

^{3/} In re Reallocation of Television Channels 60-69, the 746-806 MHz Band, FCC 97-245 (rel. July 10, 1997) [hereinafter Reallocation NPRM].

is designated to be a co-channel assignee under the DTV Table of Allocations. This co-channel assignment, along with the co-channel assignment with WBFF(TV) in Baltimore, MD, precludes each of the licensees from improving their facilities in the future. This problem is further exacerbated by the fact that both WWAC(TV) and WFMZ-TV are outside of the "core" spectrum for the DTV spectrum. This status precludes either station from retaining its NTSC channel and surrendering its DTV channel, and forces both stations to be forever short-spaced with WBFF(TV), Baltimore, MD.

Finally, Petitioner wishes to respond to the Opposition to the Petition for Reconsideration filed by Garden State Communications, L.P. ("Garden State"), the permittee of Station WACI(TV). Garden State made several arguments in their Opposition that requires a response, and offers further evidence of its unworthiness to hold a fully-protected DTV allotment.

II. THE FEDERAL COMMUNICATIONS MUST GRANT WWAC, INC.'S REQUEST TO MOVE TO A VACANT CHANNEL IN THE 60-69 BAND DURING THE DTV TRANSITION.

In the Sixth Report and Order, the Commission adopted the DTV Table of Allotments, and the minimum short-spacing requirements for the DTV channels. For those stations in Zone I, the short-spacing requirements were established at 196.3 km. However, as shown in the Maranatha Broadcasting Company, Inc's Supplement, the spacing between WFMZ-TV and WWAC(TV) will be 145.73 km -- more than 50 kilometers less than the Commission established as the minimum standard.

Further, both stations have pending applications to increase their facilities to reach more of their licensed communities. Since both of these stations are outside of the "core" spectrum established by the DTV Table of Allotments, neither licensee will be able to alleviate the short-spacing by holding onto their NTSC channel. Instead, without the resolution of the short-spaced DTV allotments, the Commission has effectively denied their applications without a review on their merits.

WWAC, Inc. understands that the North-East Corridor is a highly congested area of the spectrum. The FCC even took notice of this fact during the creation of the DTV Table of Allotments. This congestion will certainly cause difficulties in locating available spectrum for stations to modify their facilities. This is further exacerbated by the fact that the engineering guidelines that the Commission has released do not correspond with the DTV Table of Allotments as adopted. Considering these factors, it is nearly impossible for WWAC Inc. to determine whether spectrum is available currently, or if a channel will be available subsequent to the surrender of other NTSC channels.

As such, the seemingly obvious resolution to this problem would be to allow both licensees to make their modifications to their facilities, with WWAC(TV) moving to a channel outside of the "core" spectrum. The Commission has already created 15 allotments for DTV stations in this band. Then, at the end of the transition phase, the Commission would locate an available channel, within the "core" spectrum if possible, and allow WWAC(TV) to migrate to that channel.

During the transition to DTV, the FCC could grant WWAC(TV) full protection from the new services to be offered by the fixed and mobile services, and for public safety use.^{4/}

By simply allowing WWAC(TV) to move into the 60-69 band during the transition, the FCC would alleviate the severe short-spacing it created in developing the DTV Table, and would allow both WFMZ-TV and WWAC(TV) to expand their service to their licensed communities. By simply allowing WWAC(TV) to move to this spectrum during the transition, the Commission would offer two stations the opportunity to expand its service to its communities. By simply allowing WWAC(TV) migration to this spectrum during the transition, the FCC would be serving the public interest.

III. RESPONSE TO GARDEN STATE COMMUNICATIONS, L.P.'S OPPOSITION

A. Introduction

In WWAC Inc.'s Petition for Reconsideration, it proposed that the FCC cancel the construction permit of WACI(TV), and then assign the available channel to WWAC(TV). This would allow WWAC(TV) to expand its service, as proposed in its still-pending modification application. Alternatively, WWAC Inc. proposed that the Commission "swap" the DTV channel assignments between WWAC(TV) and WACI(TV), which would have the same desired effect. These proposals were

^{4/} The protection of "all existing analog TV and new DTV stations in the 746-806 bands" from these new services was proposed in the Reallocation proceeding. Reallocation NPRM, FCC 97-245, at para. 17.

based on the established fact that Garden State is unable to construct the facilities that it had requested eight years ago, and the public interest would be better served by allowing an established, operating, and dedicated television station to expand its service to the community it was licensed to serve.

In response, Garden State's Opposition attempted, without success, to shift the focus from its own failures, and instead, only raised further questions of the candor displayed by Garden State before the Commission. Rather than offer explanations for the fact that it has been silent for 8 years, that it has failed to locate a suitable site for its tower, and that it has failed to ever serve its community of license, Garden State instead attempts to assail the performance of Station WWAC(TV).

In doing so, Garden State made several wild accusations, that, in the light of day, fail to hit the mark. First, Garden State stated that WWAC, Inc. reduced its power to cut back on operating expenses, without regard for the public. Further, it argued that WWAC(TV) is unworthy to hold a license as compared to full powered UHF stations. Finally, Garden State alleged that WWAC Inc. has operated WWAC(TV) as an unmanned station without providing adequate programming and without fulfilling its Equal Employment Opportunity responsibilities. In response to these tainted, false attacks by Garden Station, WWAC(TV) offers the following.

B. Status of Facilities

First, WWAC Inc. has never reduced the power of Station WWAC(TV) since its acquisition. Instead, WWAC Inc. has worked diligently to increase its carriage on cable systems to the point where, currently, nearly 500,000 homes receive the channel, in addition to the 130,000 persons who currently receive Station WWAC(TV) through over-the-air service.

Further, WWAC Inc. conducted an extensive survey, successfully located, and filed a modification application to increase its facilities at a new site that would place its signal over the center of its Philadelphia DMA. It did so with the consent of another station, with whom WWAC(TV) would be short-spaced should this application be granted. In contrast, Garden State filed a new construction permit application, short-spaced to two other operating stations, on July 8, 1996, and claims, even after one year, that it is still seeking assurances that they will not object to the short-spacing caused by this application.

C. "Worthiness" of WWAC Inc. to Hold a License

Next, Garden State argues that WWAC Inc. is not worthy to hold a license. This argument is in response to WWAC Inc.'s position that the FCC's protection of an infeasible, unbuilt authorization is improper in light of the congested spectrum and the resulting needs of those stations that are operating and have feasible applications to modify their facilities. Therefore, while WWAC Inc.'s original argument is based on the comparison between those stations that are operating, and those that remain unbuilt due to

technical deficiencies, Garden State again attempts to shift the focus away from their own deficiencies, and compares WWAC to other maximum-powered stations.

This comparison, however, is one between apples and oranges. The FCC gave maximum-powered stations protection for their maximum facilities, whereas Station WWAC(TV) was restrained from ever expanding its current facilities. By adopting the DTV Table of Allotments, the FCC codified the current status of those stations that are operating at less than maximum facilities, and removed any potential for these stations to modify their facilities in the future. Garden State does not, and should not, even fit into this scenario because it has failed to construct its authorized facilities, relying instead on the Commission's continued patience.

Beyond the comparison between WWAC(TV) and other maximum-power UHF stations, Garden State alleged that WWAC(TV) has been an unmanned station, and contended that the programming has contained:

no public affairs programs, no news broadcasts, no public service announcements of community events, no programs airing community issues, no children's programs, nor political programs.

Finally, Garden State alleges that WWAC(TV) has never offered jobs to Atlantic City.

In response, WWAC Inc. takes great offense to these false allegations, and, in turn, questions Garden State's sincerity in making these statements. First, Station WWAC(TV) currently employs seven people from the Atlantic City community. To contend that "there was no EEO compliance" is substantially different than

asserting, at one time early in WWAC Inc.'s ownership, the station employed less than five persons.

With respect to Garden State's comments regarding Station WWAC(TV)'s programming, attached is a sample of the local programming that WWAC offers. This information highlights the fact that Station WWAC(TV) currently offers five hours of children's programming and over four hours of news programming each week. These programs offer South New Jersey's only source for truly interactive programming. In fact, over 6 hours each week are dedicated to involving the Atlantic City community with the programming on WWAC(TV). Additionally, WWAC(TV) offers several community-based local news and events programming. Shows like Good News, which covers news in the Delaware Valley, and South Jersey Issues with John Huber, a live, call-in, program where local and state government officials respond to listeners' questions, clearly display the dedication, and interest, of WWAC Inc. in serving its community.

In fact, this programming has been recognized by many levels of the New Jersey local and state government as a vital source for news and public interest debate in the South New Jersey market. The mayor of Atlantic City, the governing county body, and the State of New Jersey have all recognized WWAC(TV)'s coverage of local programming, and its dedication to "issues of importance to residents of South Jersey."

This dedication further highlights the enormous potential of the service that WWAC(TV) could provide to a larger audience, and

shines a light on the void created by Garden State's inability to construct its authorized facilities. It also serves as a compelling reason to grant the remedies requested herein. If such relief is granted, WWAC(TV) would be able to integrate even a larger portion of the Atlantic City area into its programming.

D. Conclusion

It is unconscionable, therefore, for Garden State to now argue that WWAC Inc. is unworthy to hold a broadcast license in light of the dedication WWAC Inc. has shown in serving the needs of its community. It is especially spurious in light of Garden State's constant requests for the FCC to extend the statutorily determined deadlines to construct the facilities that it had requested, and received authorization to construct, over eight years ago.

IV. CONCLUSION

Therefore, it is clear that the Commission has created an unacceptable situation by adopting the DTV Table of Allotments. First, it has created the worst short-spacing in the North-East Corridor between functioning public service oriented television stations. Further, it has protected stations that have failed to construct. Finally, it has denied modification applications de facto, without consideration on the merits, by adopting an inflexible DTV Table of Allotments.

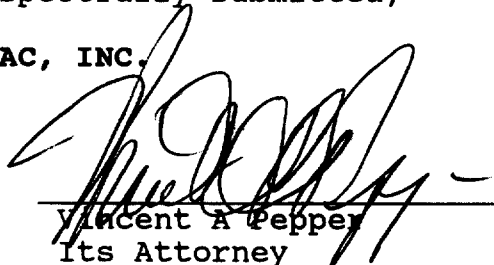
The solution to these problems would be to either revoke the current NTSC and DTV allotments of the unbuilt WACI(TV) and reassign

them to Station WWAC(TV), or to grant WWAC(TV)'s request for assignment of spectrum in the Channel 60-69 band during the transition, and the subsequent migration to the "core" spectrum after unused spectrum is turned in. Either of these alternatives would reward Station WWAC(TV)'s continued service to the Atlantic City community, and allow it to serve a greater audience. Either of these alternatives would greatly serve the public interest.

Respectfully submitted,

WWAC, INC.

By


Vincent A. Pepper
Its Attorney

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September 14, 1997

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WWAC TV 53

PROGRAMMING OVERVIEW

Monday - Friday

Good News

Airing at Sundays & Mondays at 9:00pm also airing Saturdays at 8:00pm, ***Good News*** has been acknowledged for bringing out the positive happenings throughout the Delaware Valley. ***Good News*** has been recognized as a program that is not only pro-community but also one that features national events within the communities. In kicking off our Fall programming, we will include special feature segments on grand openings, entertainment events, fine restaurants, car shows, beauty & fashion, real estate, health, alternative medicine.

At The Races

Airing weekdays 5:30pm - 6:00pm hosted trainer J.J. Graci and co-host Tim Cramer. This half-hour long program features replays and recaps of Atlantic City Race Courses, nightly races, Wednesdays J.J. has interviews with trainers, jockeys, and racing personalities. If you are a horse racing fan tune into ***At The Races*** only on WWAC-TV 53.

Luci Jones Sports KOner

Airing weekdays 6:00pm -7:00pm. Hosted by Luci Jones herself, an avid sports fan of both national and local sports of all types, Luci devotes three nights a week to high school sports to present an interesting and varied perspective to local home town sports, featuring "Athletes of the Week", scoreboards and statistics that coincide with local varsity columns. The program will also include professional sports, hot issues and topics of the week along with discussion and questions and answers with the viewer having the option to call in and talk with Luci. On Tuesday & Thursday evenings Phil Anastasia, Courier-Post Sports writer, will co-host the program. This is one exciting hour full of sports. ***Tune in and check out "The First Lady of Sports", Luci Jones only on WWAC-TV 53.***

Sunday

South Jersey Issues with John Huber

Passing the 1 year anniversary of ***South Jersey Issues*** is becoming one of the most watched shows in our lineup. His array of guests have included Local Mayors, State Representatives, Tax Appraisers, Police Chiefs, Fire Commissioners and the many other Public Workers that run our communities. With WWAC's interactive live forum, our viewers can ask the questions they feel are most important to them. John just completed his 100th show and was recognized by Mayor James Whelan of Atlantic City, Mayor Anthony Campanella of Vineland, The Board of Chosen Freeholders of Camden County, and The State of New Jersey. ***Airing every Sunday live from 9am to 10am.***

Getting Real Estate with Harry Mehlman

A half hour program features homes and businesses along the Jersey Shore for rent or sale. With guests from the banking and insurance companies, and WWAC's live interactive format, Harry's show brings together both viewers and executives in the real estate and lending institutions. ***Getting Real Estate with Harry Mehlman airs live each Sunday at 10:00am.***

Biker Billy Cooks With Fire

Airing Sundays 1:30pm -2:00pm. Biker Billy has a unique way of cooking, that's with ***FIRE*** !!! When we say ***FIRE*** we mean it, Bill Hufnagle, known as Biker Billy on the air. Billy, 39, dresses as he always does in public - black jeans, black T-shirt and dark glasses. In front of a black set, he whips up his creations in a maelstrom of egg shells, flour, hot peppers and spices. Dishes like "Suicidal Guacamole", "Biker Barbecue Sauce", "Fire Foo Young" and "Lucifer's Angel Pasta." He screams to people off screen, plugs motorcycle-safety groups and flourishes with his often repeated motto: "Eat hot, ride safe, and enjoy cooking with fire. Alright!" ***So tune in on Sundays at 1:30pm and check out Biker Billy!***

Monday

Sports Monday Night

Hosted by King Arthur and The Fantasy Football Guru. This duo knows their sports, but has a unique way of showing it. Something you just have to see to believe. King Arthur and The Guru take live calls for the full hour there and talk about every sport there is under the sun. ***So tune in and check out Sports Monday Night airing 8:00pm to 9:00pm only on WWAC-TV 53.***

Plastic Surgery Issues and Answers

Hosted by Dr. David Watts, this half hour long program answers all your questions dealing with plastic surgery. This is your way to ask those questions you may have thought you needed a doctors visit to ask. ***So tune into WWAC-TV 53 and let Dr. Watts answer all your questions you may have about Plastic Surgery on Mondays 9:00pm-9:30pm.***

Tuesday

Par 97

Hosted by Bud Porilo this hour long program is a must see for any golfer. Bud takes live calls on golfing and has highlights from local golf classics. Par 97 has your up dates on everything that's happening on the Green. ***Tune in to Par 97 Tuesdays from 7:00pm-8:00pm only on WWAC.***

Wednesday

Racing Connection

This is the South Jersey's first, and only, auto-racing television program. ***RACING CONNECTION*** will feature news, information and highlights from the NASCAR Winston Cup Series, Busch Grand National and Craftsman Truck Series, plus a viewer call-in segment for conversation between fans and their favorite drivers. Hosted by NMPA motorsports writer Jack Stanton, who has been following NASCAR for the past fifteen years and whose column, "Runnin' Wide Open," is featured in many area newspapers. ***So for all you racing fans out there tune in to RACING CONNECTION on Wednesdays from 7:00pm to 8:00pm only on WWAC-TV 53.***

Thursday

Foreman's Boxing Magazine

Hosted by Roy Foreman, brother of boxing great George Foreman, Roy uses his boxing knowledge to cover everything there is about boxing, with trivia questions for the viewers and takes live calls. ***Foreman's Boxing Magazine*** has special guest from the world of boxing each week, for Roy's first program his guest was none other than George Foreman. To keep up to date with your boxing information and events that are going on here in South Jersey along with national events tune into ***Foreman's Boxing Magazine*** Thursdays 7:00pm-8:00pm only on ***WWAC***.

Friday

Psychic Connection

Local live talk show with area psychic Cathy Roller. Cathy is a gifted psychic that has touched many peoples lives, she has help local police departments find three missing children. The phones light up the minute Cathy goes on air and you would surprised at viewers reaction when she helps her viewers in only a way a psychic can. ***This program is airing every Friday at 8:30pm, live in our studios only on WWAC-TV 53.***

Saturday

South Jersey Car Care

Saturday mornings we kick off our day with 9 full hours of new and used cars in the South Jersey Area. Beginning at 7am and running till 4pm, this local show lets you "kick the tires" from your easy chair in the living room. Now that fall has arrived the 97's are in. ***Tune in Saturdays 7:00am to 4:00pm.***

TAI CHI

Hosted By Fran Farrell who has been studying and teaching ***TAI CHI*** and, Chi Kung systems for 27 years. He is a certified Sifu/Master instructor. Farrell was voted Whos Who in Martial Arts in 1982, Founder and CEO of American ***TAI CHI*** Healthcare Assn., and also won 1995 ***TAI CHI*** championship. If you need to relax and release some stress try ***TAI CHI*** with

Fran Farrell only on **WWAC-TV53**. Airing Saturday evenings 5:30pm to 6:00pm.

About Channel 53 **WWAC-TV**

South Jersey ...on the move

After many years of being off the air, Channel 53's new operators, Harry Jenny and Dave Allen have brought it back and are committed to providing South Jersey with a wide variety of programs, many of which are locally produced and hosted.

The advantage Channel 53 has is that it can be viewed "over the air" without the use of cable. However, it is also seen on **Suburban Cable System - East (Channel 20)**, **Suburban Cable System - West (Channel 26)**, **Warner Cable System (Channel 14)**, **Shore Cable System (Channel 51)**, **Suburban Cable, Gloucester Counties & Camden Counties, (Channel 26)**, **Garden State Cable System (Channel 62)**, and **Comcast Cable of Burlington (Channel 61)**, **Suburban Cable, Franklinville, (Channel 26)** and **Comcast Cablevision, Gloucester Counties, (Channel 62)**. With Channel 53's over the air signal, coupled with cable subscribers a total audience of approx. 1 million viewers are capable of receiving it. **WWAC** is indeed taking *South Jerseyon the move*

About Locally Originated, Interactive TV

The hottest trend in television today is interactive programming. It gives the home viewer a chance to participate in the show --- to be a star for a few minutes --- but more important, to have his or her voice heard. Two-way talk is an important part of the emerging information superhighway: and **WWAC Channel 53** represents the leading edge of this exciting and challenging opportunity.

No other commercial station based in southern New Jersey has both interactive capability and this potential for reaching so many viewers.

WWAC TV 53

WWAC Children's Programming Overview

Bookmice

Children love to embark on the adventures (and misadventures) of three fun-loving mice who secretly live behind the walls of a public library. Norbert, Zazi, and Leon, assisted by Mr. Flower, The wizard of wonder and friends, combine humor, wonder and stories with delightful puppetry and animation.

Their goal is to teach children about values, constructive behavior and problem solving, all while making the world of books and reading appealing to youngsters. This award-winning program is FCC friendly. ***Bookmice*** airs on **WWAC** Monday through Wednesday 7:00am-7:30am.

New Zoo Revue

The New Zoo Revue's is an award-winning, FCC friendly, children's program which teaches "a way of life through music". Unlike the educational programs for children which teach counting or reading, The New Zoo Revue brings an understanding of the good and bad in life.

The show features three costumed characters- Charlie the Owl, Henrietta Hippo and Freddie the Frog- each with their own habits and personality. New Zoo Revue also features two human stars - Doug and Emma Jo - who, along with the characters, guide children through situations they will encounter day to day with music, song and dance. ***The New Zoo Revue*** airs Monday through Wednesday 7:30am-8:00am on **WWAC**.

Kaboom Kazoom

Kaboom, Kazoom is an exciting, action packed series that really gets the adrenaline pumping. Sit back as we take you on a roller coaster ride to the far corners of the world - we'll really blow your mind as you marvel at the wacky world of dare devils and the just plain crazy.

Presented by Kids for Kids.... with the help of the mischievous Kazoom - an animated character who constantly wreaks havoc and has a habit of popping up when you least expect him. ***Kaboom Kazoom*** airs Thursday mornings on **WWAC** at 7:00am-7:30am.

World Youth News

In the current global spirit of transformation and renewal, ***World Youth News*** is a colorful and timely news and information program -- a combination of CNN and MTV -- aimed at teens and young adults. Yet what makes ***WYN*** so unique is not just what's in front of the camera, but also what's behind it -- a global team of multi-lingual student video-correspondents.

From the United States to Europe to the Pacific Rim, these talented, young reporters cover a diverse range of subjects -- the environment, world events, education, racism, AIDS, people, and cultures, health, science, sports, religion, technology, fashion, music and the arts. ***World Youth News*** airs Thursdays 7:30am-8:00am on **WWAC**.

Animated Classics

These timeless and treasured children's favorites have amused and amazed kids of all ages for more than twenty years. Children delight in the storytelling adventures of these high-quality production and animated tales.

Familiar to the parents of today's kids, these stories remain fascinating to the entire family. Children can enjoy these favorite tales, ***Alice in Wonderland, Jungle Book, and Tom Sawyer*** just to name a few. Airing on **WWAC** Fridays 7:00am-8:00am.

WWAC TV53

Suburban Atlantic, Cape May Counties Cable Channel 20

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Corbin City	97
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Egg Harbor City	1,304
Egg Harbor Township	8,992
Galloway Township	6,675
Hammonton	4,610
Linwood City	2,408
Longport Borough	1,095
Margate City	5,226
Mullica Township	1,309
Northfield City	2,693
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Pleasantville City	8,699
Port Republic City	280
Somers Pt. City	4,806
Upper Township (Cape May)	3,611
Ventnor City	5,966
Weymouth Township	393
Woodbine Borough (Cape May)	535
TOTAL	107,000

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